

OUTLINING YOUR NOTES: Take notes as you read the text. Use outline formatting.

- The Organization and the Organization Man
 - Conglomerates
 - Franchises
 - Social Conformity

- The Suburban Lifestyle
 - The Baby Boom
 - Advances in Medicine and Childcare
 - Women's Roles
 - Leisure in the Fifties

- The Automobile Culture
 - Automania
 - The Interstate Highway System
 - Mobility Takes Its Toll

- Consumerism Unbound
 - New Products
 - Planned Obsolescence
 - Buy Now, Pay Later
 - The Advertising Age